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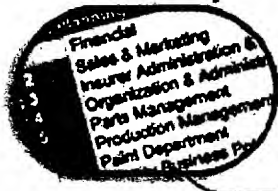


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OnLine Business Analysis • • • • •

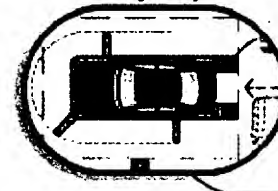
Business Analysis




Monthly Charts



Facility Layout



Cycle-Time Tools



...and so much more!

1-800-238-5237

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You are welcome to visit as a GUEST. **GUEST**

To register for an account, please [click here](#) or call a customer service representative at **1-800-201-1605**

Member Login

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PASSWORD

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2 Orlando

Entertainment
Keynote Speakers
Educational Courses
Congress Seminars
Exhibitor Show Specials
Orlando Highlights
Schedule of Events
Exhibitor List



Featuring more than 600 exhibiting companies, NACE 2000 will be held Dec. 7-10 at the Orange County Convention Center, Orlando, Fla.

More than 30,000 attendees from all over the world will gather for an opportunity to experience all aspects of the collision repair industry. There's something for everyone at NACE.

Since there is so much to do, AutoInc. provides you with complete coverage of what you might expect this year at NACE, including keynote speeches, educational opportunities, a list of show specials from various exhibitors, a show schedule and an exhibitor list.

Be sure to check our AutoInc.'s official online daily, now in its fifth year.

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CLEAR THINKING

VisionPLUS® Value-Added Services

BASF is committed to helping its customers prosper. One element of this partnership is to provide information that allows collision repair operations to succeed in a rapidly changing industry. Through our VisionPLUS Program, BASF is playing an active role in its customers' success with service products including:

VisionPLUS® OnLine

What is VisionPLUS OnLine?

VisionPLUS OnLine is BASF's business analysis Website. The URL is <http://visionplus.basf.com>. Your BASF Business Development Manager can establish a User ID and provide training on the site for BASF customers.

The VisionPLUS OnLine Website also has links to <http://www.VehicleUpdate.com>, the Site that offers BASF shops the ability to offer customer vehicle tracking on the Internet.

VisionPLUS® First Step Analysis

The VisionPLUS OnLine *First Step Profile* is an overview of a shop's operations. It reviews several key business control points that impact a shop's bottom line. These can include issues such as Sales & Marketing, Administration, Production & Productivity, CSI, and Profitability.

The VisionPLUS OnLine *First Step Profile* is linked to Management Checklists of Best Practices. As the name suggests, *First Step* gets the shop started on low-cost, high-impact changes, and prepares the employees for continued improvement of all processes.

Using VisionPLUS OnLine tools, a qualified BASF Representative can complete the *First Step Profile* right at the shop. Additional consultative support is available to help explore new products and services from BASF. *First Step* is designed to efficiently make the greatest impact on overall operations.

For more information, please see your BASF representative or BASF Distributor.

Layout & Process Management

Facility Planning Services

Shop owners enrolled in VisionPLUS OnLine can obtain Facility Planning assistance. The service offers a CAD rendering of the shop's space with a production layout, including equipment placement and workflow.

By obtaining basic planning information and certain items of owner preference, through the VisionPLUS OnLine Website, the service can be provided efficiently and at minimum cost. Prices for the CAD layout range from \$400 to \$900 depending on the size of the building.

A complete description of the service and several BASF 'Model' Facility Plans are included in VisionPLUS OnLine, in Checklist #10 which is devoted to Facility Layout, Equipment and Workflow. If you are not presently a VisionPLUS OnLine user, please call the VisionPLUS Help Desk on 1-800-238-5237.

On-Site Consulting by Industry Experts

Layout & Process Management goes beyond just 'bricks and mortar' to identify real world productivity opportunities. It creates a long-term plan for change management within a busy shop environment.

Through VisionPLUS OnLine Financial Performance Reports and Checklists of Best Practices, each department is carefully analyzed for maximum output and efficiency. Opportunities for improvement are captured and presented as part of the report.

On-Site Consulting can last for varying lengths of time, depending on shop owner needs, and monthly tracking of financial performance and action plans, using VisionPLUS OnLine, is recommended to assure a process of continuous improvement in operations.

For more information, please see your BASF representative or BASF Distributor.

VisionPLUS® OnLine Cycle Time Analytical Tools

In addition to monthly business analytical tools, the VisionPLUS OnLine Website has Repair Order based Vehicle Tracking and Cycle Time Analysis.

At the basic level, Cycle Time Analysis consists of measuring Average Cycle Time vs. Vehicle Brand & Model, Insurer, Cost of Repair, etc.

At a more sophisticated level, VisionPLUS OnLine allows measurement and analysis of each possible 'cause of delay' in production. For example, it is valuable to know the percentage of incorrect parts orders by vehicle manufacturer vs. the percentage of work from that manufacturer. Likewise, it is valuable to accurately quantify the percentage of insurer caused lost days vs. percentage of work from each insurer.

The VisionPLUS OnLine Cycle Time measurement and analysis Methodology is the

subject of a BASF Business Process Patent Application.

For more information, please see your BASF representative or BASF Distributor.

VisionPLUS® University

BASF's VisionPLUS University provides the building blocks, designed to provide you with the knowledge and skills to increase your profitability. This is not "pie-in-the-sky", abstract material; these are practical, down-to-earth solutions to enable you to run your business more productively.

The VisionPLUS University Professional Business Management Seminars are:

Professional Business Management Seminar Topics:

1. *Measuring and Improving Performance and Productivity*
2. *Fast Track Production*
3. *Profiting from People Skills*
4. *Maximizing Your Estimating Performance*
5. *Achieving Complete Customer Satisfaction*

For more information, please see your BASF representative or BASF distributor.

Fee: \$150 US / \$175 CDN

Seminar Schedule

Check the seminar schedule for a session in a town near you.

Business Builders

VisionPLUS Business Builders are a unique set of business tools designed to systemize and innovate your business. They've been crafted to address the key issues you face, including sales systemization, repeat and referral sales, and insurance relationships. It's the newest and most powerful marketing system available in our industry, and it's available only through BASF.

The components include:

Sales Systemization, focusing on identifying the main types of customers and on "closing the sale." Tools include a CD-ROM tutorial, program manual, personal process map templates, measurement graphs, and a Facilitator's Guide.

Enhancing Repeat & Referral Sales, a program of marketing to your repeat and referral

customers with innovative sales tools featuring a CD-ROM tutorial, personal presentation templates, program manual, Krunch Kit® and Kids Kit®, and measurement systems.

Managing Insurance Relationships, materials that focus on taking care of your critical insurance connections. The elements are a CD-ROM tutorial, program manual, business profile development, insurance dynamic profiles, strategic value delivery concepts, and innovative measurement processes.

For more information, please see your BASF representative or distributor.

BASF Lifetime North American Warranty Programs

BASF, known worldwide for superiority in technology and quality, also stands as a leader in warranty protection. Car owners' demands and expectations continue to increase, and progressive collision repair facilities must offer features that put them a step above other shops. The Glasurit and R-M Lifetime North American Warranty programs provide the sales tools needed to compete successfully against other shops.

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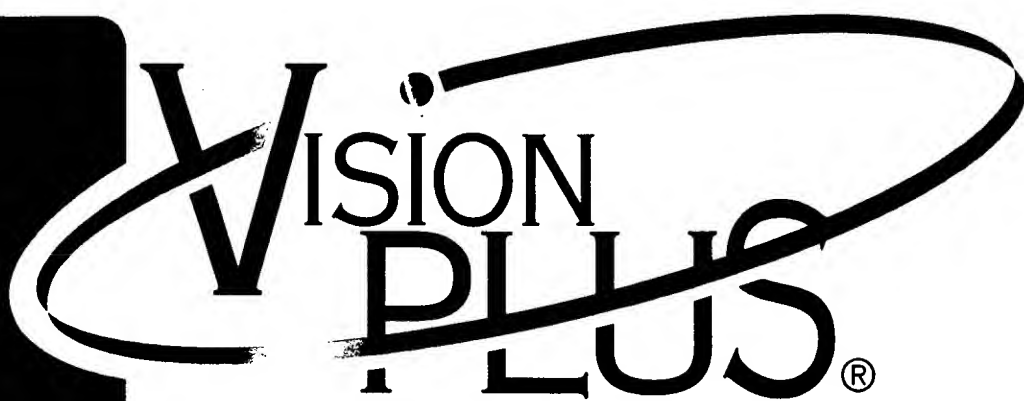


Custom
Business
Solutions



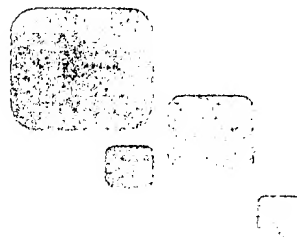
HELPING MAKE PRODUCTS BETTER™

BASF



VisionPLUS® is a comprehensive group of value-added programs from BASF designed to help you run your business more efficiently and more profitably. Operating a refinish distributor or bodyshop in today's business environment requires you to stay one step ahead of your competition, and VisionPLUS provides you with the tools to do so. By using cutting-edge eBusiness technology, proven business practices, and by monitoring emerging industry issues, you can be sure that your business is ready for the future. VisionPLUS offers a wide variety of different programs, such as:

- ***VisionPLUS University***
- ***VisionPLUS OnLine***
 - Facility Layout Planning***
- ***Performance Groups***
- ***Warranty***



www.basrefinish.com
www.visionplusonline.com

VisionPLUS *University*

VisionPLUS® University offers a wide variety of courses designed to provide you with the knowledge and skills needed to run your business more efficiently. This series of comprehensive seminars and workshops is designed to cover a variety of issues. These classes are specifically designed for collision centers and distributors, and will focus on solving the day to day issues keeping you from achieving the highest profitability. In today's business world you need an edge over your competition... and VisionPLUS University can provide you with that edge. For a complete listing of courses go to www.basrefinish.com.

Seminars

- **Fast Track Production**

Demonstrates the most efficient use of people, space, and time.

- **Profiting from People Skills**

Explore differences in personalities to better understand how to best utilize individual's strengths and weaknesses.

- **Motivating Employees with Productive Pay Plans**

Identifies how to use a productive pay plan to attract and retain employees, reward performance, and stimulate performance beyond the comfort zone.

- **Maximizing Your Estimating Performance**

Identifies how to sell first, estimate second, improve the closing ratio, and don't fall into the trap of estimating "to get the job".

- **Achieving Complete Customer Satisfaction**

Learn how turning a satisfied customer into a "completely" satisfied customer will translate into more referrals.

Workshops

- **Advanced Production Management**

Simplifies management of the repair process.

- **Paint Department Productivity**

Describes how to employ leveled-workflow and skill-specialization to increase productivity.

- **Paint and Material Profitability**

Analyzes the factors that determine the profitability on paint and material.

- **Measuring and Improving Performance**

Learn how to measure the performance of your collision center.

- **Introduction to VisionPLUS OnLine**

Effectively utilize VisionPLUS OnLine to improve performance.

- **Estimating for Profit**

Learn how to increase your closing ratio.



VisionPLUS *OnLine*

VisionPLUS® OnLine is an industry-leading interactive tool, which collision center managers and owners can use to monitor and help improve the performance of their businesses. VisionPLUS OnLine has already helped improve the productivity and profitability of countless bodyshops.



- **Business Analysis**

Utilize the power of the Internet to provide superior business analysis for up to 100 Key Performance Indicators.

- **Sales & Marketing Concepts**

Learn how to market your bodyshop based on promoting your facility's strengths and assuring customer satisfaction.

- **Cycle-Time Measurement and Analysis**

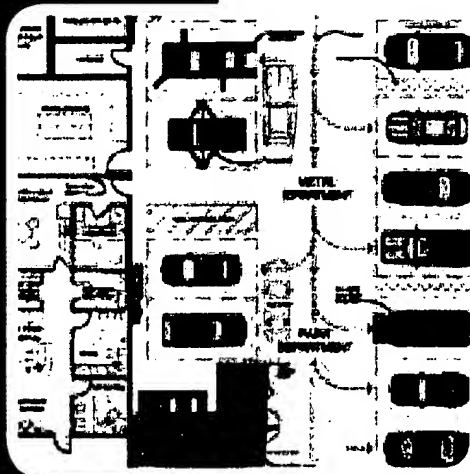
VisionPLUS OnLine will keep you ahead of the competition by using the latest techniques for evaluating your business.

- **Complete Business Solutions**

Best practices, forms and worksheets pertaining to every area of your business.

VisionPLUS *Facility Layout*

Our VisionPLUS® Facility Layout program is designed to set up your facility in the most efficient way possible. Maximizing the efficiency of your layout will help improve workflow and throughput, which will increase both productivity and profitability. There is nothing more important than the layout of your facility. The following features are available on VisionPLUS® OnLine:



- **Model Facility Plans**

Online CAD layouts of fifteen different plans ranging from 5,500 to 32,000 square feet.

- **Interactive Capacity-Calculator**

Enter a few key factors, and the Capacity-Calculator will help you determine the business capacity of any proposed layout.

- **Custom CAD Layout Service**

BASF's professional architect has designed hundreds of shops and can provide a CAD layout for any existing or proposed body shop space.

- **Related Layout Services**

BASF's architect is experienced in discussing aspects of design with shop owners' architects and builders.

VisionPLUS ***"Performance Groups"***

For more than a decade, refinish manufacturers have been using non-competing discussion groups to evaluate how shops from the same regional area are performing. These gatherings, known as "20 Groups", have become popular and valuable in today's business world. The knowledge of BASF's expert force of Business Development Managers combined with the efficiency of BASF's eBusiness tools, results in a better process for continuous business improvement.

The key to VisionPLUS "Performance Groups" is simple:

- **Better People**

BASF's Business Development Managers, the right people with the right experience to deliver the best customer value.

- **Better Tools**

The most efficient tools to support the best process and the best people.

- **Better Process**

An organized and structured process of continuous business improvement.

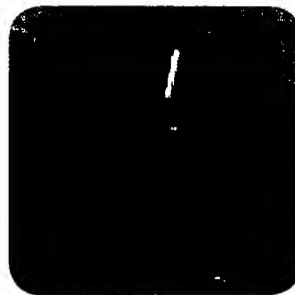
VisionPLUS "Performance Groups"... leading the way to the 21st Century.



VisionPLUS ***Warranty***

The keys to a successful collision repair center are quality and service. The kind of service that will bring customers back the next time they need a repair. VisionPLUS® Warranty provides collision repair centers with a powerful sales tool by allowing them to offer their customers a lifetime warranty on BASF Glasurit® and R-M® refinish systems. While it is doubtful that a vehicle repaired with a quality BASF refinish product will need a warranty repair, our Lifetime

North American Refinish Warranty will set your customer's mind at ease. By covering a customer's car against such problems as cracking, hazing, chalking, fading or peeling, you can guarantee that the customer is getting the highest quality finish in the world.



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